

A large, stylized orange chevron pointing to the right, serving as a background for the text.

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# Christian Howes

## Video Transcript

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Rise of Marketectures

### How do you interrupt the customer journey?

The interruption of the customer journey is, is a very very difficult thing to do. The way that customers now interact with us as brands has changed, and basically they expect a lot more for a lot less and interrupting that journey has to be appropriate and contextual and at

the right time, which is the biggest challenge for us as marketers and in marketing. So how do interrupt people in the appropriate place?

Now the answer to that is through good use of data, through good use of systems and through good use of creative ideas and also let's not forget that now in this fragmented consumer journey, the way people expect to be marketed to isn't necessarily 'buy this product, look at this now' it's like the marketing is the product, marketing is the experience and by providing that at the right level is how you interrupt that

customer.

### How can your brand deal with technological change?

This new generation of brands that offer things on demand or things as a service, has meant that, you know, how we have done things traditionally has gone away and I think the biggest challenges are how you deal with that change. Right, so how do you deal with, one day dealing with an army of people in a call centre, to the next day dealing with a chat bot which is actually doing the same job as those army of people in the call centre. It's like

how do you embrace those huge advances in technology in a way that is appropriate to your brand. And I think that's when the biggest challenges that I'm seeing with our customers and in industries today is adopting that wide, vast, rapid change which is happening all around us. I mean the whole world is changing, you know, as we look at it and I think the companies that actually embrace that disruption and embrace that change and do something about it, are the ones that are left standing at the end.